

GMR MARKETING**PHILIP MORRIS MEMORANDUM****TO: Russell Wiener****cc: E. Moore – PM
Y. Robinson
M. Medina .
C. Belmore – GMR
V. dela Cruz
P. Sibila****FROM: Caroline Petty****DATE: April 29, 1996****RE: Club B&H Creative Assignment**

Per our discussions last week, we're working on giving you a detailed estimate for the Club B&H creative. As we're assigning numbers to everything, based on the L.A. estimate, we thought it a good idea to copy everyone on the list (attached) so we can all agree on the components! For the events group, please let us know if anything else should be in the "other" column (message boards?).

Also, please note that the quote we give you for the contract will be based on going up to providing final materials (films, disc, etc.) to the publication or vendor. We are not sure which pieces GMR will actually produce (t-shirts, VIP cards, etc.) so we'll have to address those costs, based on actual quotes, later.

Below is the format that we propose for the quote — please let me know if you have any comments:

I. Creative Fee

This is a one-time fee we will quote based on overall creative development and revisions (since 3/22 – date of notification of assignment) for the entire creative look of the program.

II. Each element (print, ROP, OOH, other) will be broken down by:

- a. Creative Development – Tailoring the creative for each piece – layout, design, etc.
- b. Production – There will be separate line items within this for art direction, electronic keylines, laser outputs, color outputs, discs, films, matchprints and miscellaneous.

Russell, we're also assuming that you will want a matchprint for each element in each market (i.e, print, ROP, OOH for all 6 cities). Additionally, we're anticipating that you'll want keylines for each individual print ad, including ROP. Let me know if you require anything more or less.

Thanks and I'll talk to you soon!

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Club Benson & Hedges Creative Assignment

Print

13 publications for Los Angeles (L.A. will be used for our estimate, we're presently looking into how many different sizes of ads are on the list.)

OOH

8 Sheet
30 Sheet
Bus Shelters
Bus Kings

ROP

1 ad per market, full & half page (please explain format – are the 56" a vertical/tabloid layout?)

Other

T-Shirts
Banners (sizes?)
Stage Backdrop
Speaker Scrims
Posters (sizes?)
Flyers (sizes?)
Table Tents
Counter Cards
Take-One Inserts
VIP Cards
Credentials
Sell Trays

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